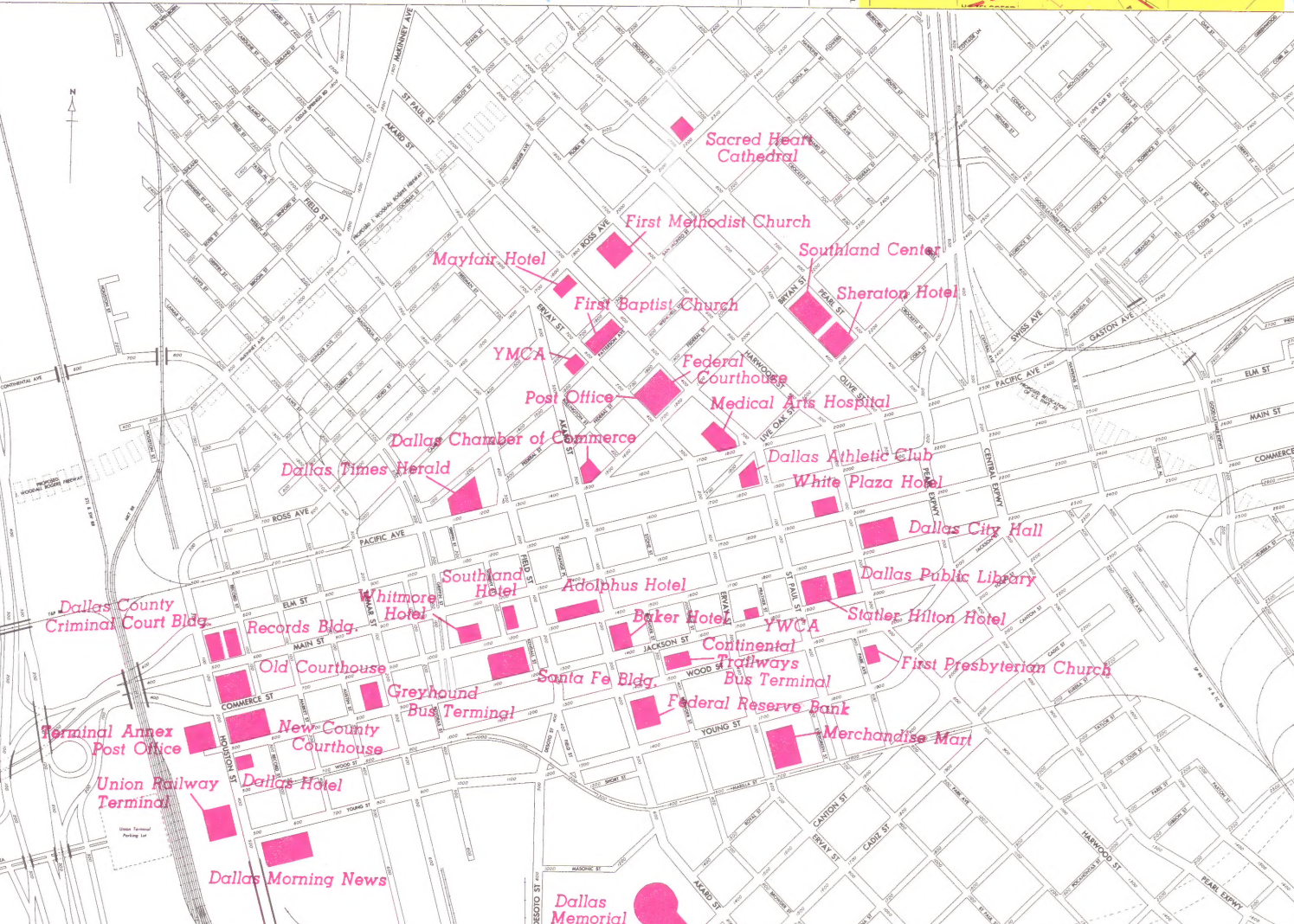


COLORFUL, FRIENDLY, GLAMOROUS . . . Dallas is also a hustling business capital. It is a diversified community whose prosperity depends upon a broad root system rather than a few dominant economic interests. In the southern half of the U.S. - east of Los Angeles - Dallas is first in manufacturing employment, in wholesale sales, and in size of banks and volume of banking business. It has more insurance company home offices than any other city in the country. It is a major center for conventions, trade shows and market shows; and it has greater hotel/motel and exhibit hall facilities than any other Southwestern city. Dallas is also a major retail market, one of the key cities of the oil industry, and is one of America's major transportation centers - air, rail, motor freight and inter-city bus lines. Its comprehensive and modern merchandise marts (apparel, furniture, housewares, giftware, etc.) are the buying centers for retail merchants in many states.

Dallas takes pride in its homes and home surroundings; its educational, cultural and spiritual resources; and its entertainment/recreational attractions.

Dallas population data (1965 Sales Management Survey): City of Dallas, 802,600; County of Dallas, 1,166,000; and Dallas Standard Metropolitan Statistical Area, 1,310,600.

For additional information: Dallas Chamber of Commerce (serving the entire Metropolitan Area); 3rd floor, Fidelity Union Tower, corner of Pacific and Akard; telephone RI 7-8451.



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Whether you're a visitor to Dallas, a newcomer, or a life-long resident, Dallas Power & Light Company helps you *live and work better electrically!* Economically, too, with low electric rates... rates that were recently *reduced* for the fourteenth time!

Electricity turns the wheels of industry and makes your home more livable, too. It cooks your food, washes and dries your clothes, heats, cools and lights your home — with an ever-growing list of convenient time and work saving appliances.

Homemaker Services
A Home Service Advisor will be happy to come to your home and show you how to get maximum service from your electric range, food freezer, washer, dryer or other electrical appliances. Just call the Home Service Department for this free service.

Planning to Build or Remodel?

You can live better electrically in your present home or a new house with modern, electric appliances. Dallas Power & Light Company's Home Planning Center offers you no-charge assistance in home planning, remodeling and lighting.

Seeking a New Plant Location?
Dallas offers a dependable business climate and tangible competitive advantages. Dallas is a center of dynamic and diversified growth with a strongly expanding economy. Call Dallas Power & Light Company's Industrial Development Department for information about industrial services and available plant sites.

ELECTRICITY DOES IT BETTER...AND WHAT A WONDERFUL BUY!

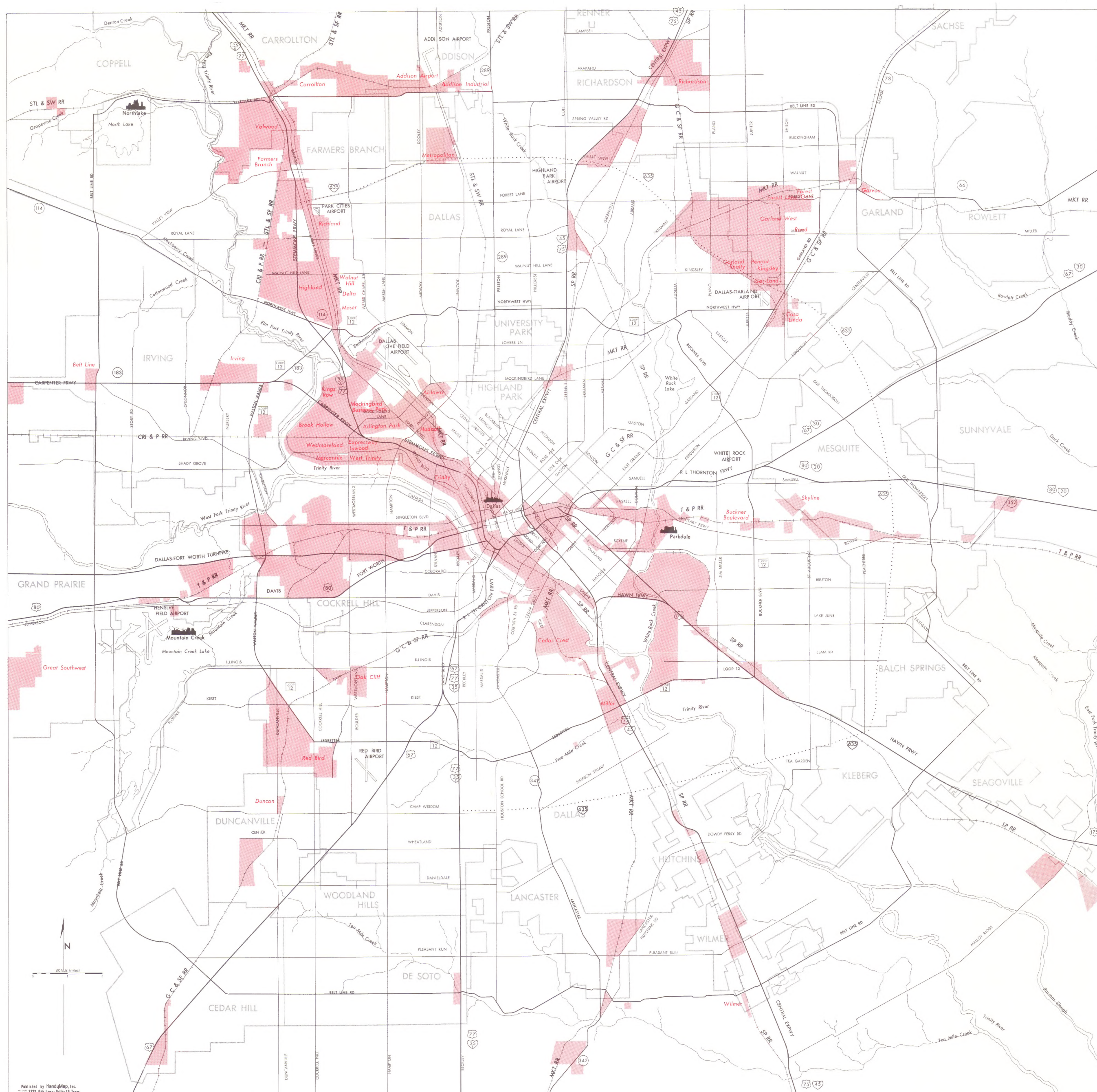
D P & L^{CO} DALLAS POWER &
LIGHT COMPANY
1506 Commerce Street
RI 7-4011

William C. Wonders

PLUS

METROPOLITAN AREA MAP

Courtesy, DALLAS POWER AND LIGHT COMPANY.

[illegible]

Denton County, Texas

Municipalities: Addison, Argyle, Carrollton, Cedar Hill, Coppell, Dallas, DeSoto, Denton, Euless, Flower Mound, Frisco, Garland, Grapevine, Irving, Lewisville, McKinney, Mesquite, North Richland Hills, Rockwall, Rowlett, Southlake, The Colony, The Woodlands, Wylie.

Scale: 0 to 10 miles

North Arrow: N

Legend: Municipality

**INDUSTRIAL MAP
OF
DALLAS COUNTY
AND ITS
Primary Commuting Area**

Showing major manufacturing areas, industrial districts, and transportation facilities

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